

Marketing & Communication Assistance



Project Title	Marketing & Communication Assistance
Project Summary	Connect innovators, solvers and partners to the opportunities of All Children Reading: A Grand Challenge for Development and share our competitions and innovations with target audiences.
Country	United States
Agency	Agency for International Development
DoS Office	N/A
Post	N/A
Section	N/A
Number of Interns	1

Project Description

All Children Reading: A Grand Challenge for Development (ACR GCD) is a competition that leverages science and technology to create and apply scalable solutions to improve literacy outcomes in developing countries. The Partners--USAID, World Vision and the Australian Government--are soliciting creative, cost-effective innovations from the global science, technology, education and broader communities to improve reading for children in early grades. For more information visit AllChildrenReading.org or follow @ReadingGCD. The intern can contribute to improving reading for early grade children in developing countries through the following tasks:

Social Media

- Curate and create relevant content for twitter content calendar
- Track mentions of ACR and its innovators in social media

Research

- Compile statistics about the following areas. (Possible sources: UNESCO report: Reading in the mobile era, EFA Global Monitory Report):
 - o Early grade literacy in developing countries
 - o ACR

Desired Skills Interests

Skill

Adobe Photoshop

Editing

Marketing

Research

Writing

Web Writing

Adobe Indesign

communications

Online Communications

Additional Information

Background in marketing, communication, international development, education, literacy, a plus.

Language Requirements

None